USU Extension 4-H Member Wins Superbowl Video Contest

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A Utah State University Extension 4-H member from St. George recently won the Zero Fatalities Teen Video Contest for his PSA about safe driving. The PSA aired during the Super Bowl in Utah on the Fox station.

Sterling Jones created a video titled, “Friends Don’t Let Friends Be Stupid” and was selected out of more than 70 other entries.

“We wanted to send a message that you can be a good influence on your friends,” Jones said. “Everyone already knows the rules, but we don’t always follow them. If you can be the one to remind your friend to buckle up, you could help save their life.”

Jones is an 18-year-old Utah 4-H member from St. George who has a passion for entrepreneurship. He founded a digital media agency called Teen Made that allows teens to get their start in the business world by using their technical skills to create graphics, animations, websites and more for clients. Since the launch they have worked with Grammy award winning bands, national organizations, multi-million dollar companies and emerging startups. His next goal is to win business from Utah tech companies like Qualtrics, Vivint, and Domo.

“Our goal is to give skilled teenagers the power and the connections to do real-world work,” Jones said.

Jones said much of his success is due to the influence of the 4-H program.

“The 4-H program is the key,” he said. “None of this would even be possible without 4-H. We have the knowledge and resources we need because of this amazing program.”

To watch Jones’ award-winning video, visit ut.zerofatalities.com. To learn more about USU Extension 4-H programs, visit utah4h.org.

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